

## ORDER



**Orders**  
**Order / Rev:** 164604  
**Alt Order #:** 06842773  
**Product Desc:** KLINE FOR CONGRESS  
**Estimate:** 212  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 10/22/12 / 10/22/12  
**Order Type:** GENERAL

**KSTP-TV, LLC and KSAX-TV**

**Primary AE:** Rachel Chason  
**Sales Office:** P-PHL  
**Sales Region:** National

**Agency Name:** Stevens Reed Curcio & Potholm  
**Buying Contact:**  
**Billing Contact:**  
 201 Union Street Ste. 200  
 Alexandria, VA 22314-3219

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Kline for Congress  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** 3  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	60	\$26,550.00	\$22,567.50
10/29/12	10/29/12	11	\$9,175.00	\$7,798.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	60	\$26,550.00	\$22,567.50	111.90
November 2012	11	\$9,175.00	\$7,798.75	29.70
<b>Totals</b>	<b>71</b>	<b>\$35,725.00</b>	<b>\$30,366.25</b>	<b>141.60</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rachel Chason			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	M	10/23/12	10/26/12	M-F 5-530a News M-F 5-530a News	CM	5-530a	- TWTF - -	:30	2	\$250.00	3	1.00	NM	2	\$500.00
NEWS 5A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - TWTF - - 2 \$250.00 1.00															
2	M	10/23/12	10/26/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	- TWTF - -	:30	3	\$250.00	3	1.50	NM	3	\$750.00
NEWS 5:30A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - TWTF - - 3 \$250.00 1.50															
N 3	M	10/23/12	10/26/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	- TWTF - -	:30	4	\$450.00	4	2.20	NM	4	\$1,800.00
NEWS 6A WITH MAX SEP ON DAYS WITH 2X <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - TWTF - - 4 \$450.00 2.20															
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	10/22/12-10/28/12		M-F 6-7a News		6-7a	- TWThF - - - -	:30		\$450.00		2.20	NM		
3	M	10/22/12-10/28/12		M-F 6-7a News		6-7a	- TWThF - - - -	:30		\$450.00		2.20	NM		
5	M	10/22/12-10/28/12		M-F 6-7a News		6-7a	- TWThF - - - -	:30		\$450.00		2.20	NM		
7	M	10/22/12-10/28/12		M-F 6-7a News		6-7a	- TWThF - - - -	:30		\$450.00		2.20	NM		
N 4	M	10/23/12	10/26/12	M-F GMA M-F GMA	CM	7-9a	- 1111 - -	:30	4	\$400.00	4	2.30	NM	4	\$1,600.00

Advertiser:	Kline for Congress
Product Desc:	KLINE FOR CONGRESS
Estimate:	212

**KSTP-TV, LLC and KSAX-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
GMA																
3X/DAY WITH MAX SEP!!!!!!!																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	- 1111 - -			4	\$400.00	2.30							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
7	M	10/22/12-10/28/12	M-F GMA			7-9a	- TWThF----	:30		\$400.00		2.30	NM			
9	M	10/22/12-10/28/12	M-F GMA			7-9a	- TWThF----	:30		\$400.00		2.30	NM			
10	M	10/22/12-10/28/12	M-F GMA			7-9a	- TWThF----	:30		\$400.00		2.30	NM			
11	M	10/22/12-10/28/12	M-F GMA			7-9a	- TWThF----	:30		\$400.00		2.30	NM			
N 5	M	10/27/12	10/27/12	Sa 6-7a	CM	6-7a	-----S-	:30	2	\$250.00	4	2.20	NM	2	\$500.00	
				Sat 6a News												
SAT 6A NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S-			2	\$250.00	2.20							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	M	10/22/12-10/28/12	Sa 6-7a			6-7a	-----Sa--	:30		\$250.00		2.20	NM			
2	M	10/22/12-10/28/12	Sa 6-7a			6-7a	-----Sa--	:30		\$250.00		2.20	NM			
6	M	10/27/12	10/27/12	SA GMA	CM	7-8a	-----S-	:30	2	\$425.00	3	3.00	NM	2	\$850.00	
				Sa GMA												
GMA SAT																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S-			2	\$425.00	3.00							
7	M	10/28/12	10/28/12	Su 6-7a	CM	6-7a	-----S	:30	2	\$225.00	3	2.70	NM	2	\$450.00	
				Sun 6-7a News												
SU 6A NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S			2	\$225.00	2.70							
N 8	M	10/28/12	10/28/12	SU GMA	CM	7-8a	-----S	:30	2	\$550.00	4	4.30	NM	2	\$1,100.00	
				Su GMA												
SUN GMA																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S			2	\$550.00	4.30							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	M	10/22/12-10/28/12	SU GMA			7-8a	-----Su	:30		\$550.00		4.30	NM			
				[PE Due HRA]												
2	M	10/22/12-10/28/12	SU GMA			7-8a	-----Su	:30		\$550.00		4.30	NM			
				[PE Due HRA]												
9	M	10/28/12	10/28/12	Sun 8-9a	CM	8-9a	-----S	:30	1	\$475.00	3	3.80	NM	1	\$475.00	
				Sun 8-9a												
SUN 8A NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S			1	\$475.00	3.80							
10	M	10/23/12	10/26/12	M-F 9-10a	CM	9-10a	- 1111 - -	:30	4	\$225.00	3	1.40	NM	4	\$900.00	
				Live with Kelly												
LIVE W/ KELLY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	- 1111 - -			4	\$225.00	1.40							
11	M	10/23/12	10/26/12	M-F The View	CM	10-11a	- 1111 - -	:30	4	\$350.00	3	1.90	NM	4	\$1,400.00	
				M-F The View												
THE VIEW																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	- 1111 - -			4	\$350.00	1.90							
12	M	10/23/12	10/26/12	M-F Midday News	CM	11a-12p	- 1111 - -	:30	4	\$250.00	3	2.60	NM	4	\$1,000.00	
				M-F Midday News												
MIDDAY NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	- 1111 - -			4	\$250.00	2.60							
13	M	10/23/12	10/26/12	M-F 12-1p	9/26-TFN	CM	12-1p	- TWTF - -	:30	2	\$200.00	3	1.30	NM	2	\$400.00
				The Chew												
THE CHEW																

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KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
13	M	10/23/12	10/26/12	M-F 12-1p 9/26-TFN The Chew	CM	12-1p	- TWTF - -	:30	2	\$200.00	3	1.30	NM	2	\$400.00
THE CHEW		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	- TWTF - -		2			\$200.00			1.30			
14	M	10/23/12	10/26/12	M-F 4-430p Millionaire	CM	4-430p	- TWTF - -	:30	2	\$250.00	3	1.60	NM	2	\$500.00
MILLIONAIRE		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	- TWTF - -		2			\$250.00			1.60			
15	M	10/23/12	10/26/12	M-F 430-5p News 430p News	CM	430-5p	- TWTF - -	:30	2	\$250.00	3	1.90	NM	2	\$500.00
430P NEWS		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	- TWTF - -		2			\$250.00			1.90			
16	M	10/23/12	10/26/12	M-F 5-530p M-F 5-530p	CM	5-530p	- TWTF - -	:30	2	\$450.00	3	3.00	NM	2	\$900.00
5P NEWS		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	- TWTF - -		2			\$450.00			3.00			
17	M	10/23/12	10/26/12	M-F 6-630p M-F 6-630p	CM	6-630p	- TWTF - -	:30	2	\$700.00	3	3.40	NM	2	\$1,400.00
6P NEWS		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	- TWTF - -		2			\$700.00			3.40			
18	M	10/23/12	10/26/12	M-F 630-7p M-F 630-7p	CM	630-7p	- TWTF - -	:30	2	\$650.00	3	2.80	NM	2	\$1,300.00
6:30P- NEWS		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	- TWTF - -		2			\$650.00			2.80			
22	M	10/29/12	10/29/12	Mon Spcl 2 Dancing with the Stars	CM	7-9p	M- - - - -	:30	1	\$5,250.00	3	9.70	NM	1	\$5,250.00
Dancing w/ Stars		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M- - - - -		1			\$5,250.00			9.70			
25	M	10/23/12	10/26/12	M-F, Su Late News M-F, Su 10-1035p	CM	10-1035p	- TWTF - -	:30	2	\$900.00	3	3.80	NM	2	\$1,800.00
LATE NEWS		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	- TWTF - -		2			\$900.00			3.80			
29	M	10/29/12	10/29/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	M- - - - -	:30	1	\$450.00	4	2.20	NM	1	\$450.00
NEWS 6A		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M- - - - -		1			\$450.00			2.20			
30	M	10/29/12	10/29/12	M-F GMA M-F GMA	CM	7-9a	M- - - - -	:30	1	\$400.00	4	2.30	NM	1	\$400.00
GMA		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M- - - - -		1			\$400.00			2.30			
31	M	10/29/12	10/29/12	M-F 9-10a Live with Kelly	CM	9-10a	M- - - - -	:30	1	\$225.00	3	1.40	NM	1	\$225.00
LIVE W/ KELLY		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M- - - - -		1			\$225.00			1.40			
32	M	10/29/12	10/29/12	M-F The View M-F The View	CM	10-11a	M- - - - -	:30	1	\$350.00	3	1.90	NM	1	\$350.00
THE VIEW		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M- - - - -		1			\$350.00			1.90			

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KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
32	M	10/29/12	10/29/12	M-F The View M-F The View	CM	10-11a	M-----	:30	1	\$350.00	3	1.90	NM	1	\$350.00
THE VIEW				THE VIEW											
33	M	10/29/12	10/29/12	M-F Midday News M-F Midday News	CM	11a-12p	M-----	:30	1	\$250.00	3	2.60	NM	1	\$250.00
MIDDAY NEWS				MIDDAY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$250.00		2.60						
N34	M	10/29/12	10/29/12	M-F 12-1p 9/26-TFN The Chew	CM	12-1p	M-----	:30	1	\$200.00	3	1.30	NM	1	\$350.00
THE CHEW				THE CHEW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$200.00		1.30						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	M	10/29/12-11/04/12		M-F 12-1p 9/26-TFN	12-1p		M-----	:30	(\$200.00)		1.30	NM			
See MG 34.2															
[PE Due HRA]															
2	M	10/29/12-11/04/12		M-F 12-1p 9/26-TFN	12-1p		M-----	:30	\$350.00		1.30	NM			
Ⓜ MG for 34.1 10/29															
35	M	10/29/12	10/29/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	1	\$450.00	3	3.00	NM	1	\$450.00
5P NEWS				5P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$450.00		3.00						
39	M	10/29/12	10/29/12	M-F 430-5p News 430p News	CM	430-5p	M-----	:30	1	\$250.00	3	1.90	NM	1	\$250.00
4:30P NEWS				430P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$250.00		1.90						
40	M	10/29/12	10/29/12	M-F 6-630p M-F 6-630p	CM	6-630p	M-----	:30	1	\$700.00	3	3.40	NM	1	\$700.00
6P NEWS				6P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$700.00		3.40						
41	M	10/27/12	10/27/12	Sat 8-9a Sat 8-9a News	CM	8-9a	-----S-	:30	1	\$325.00	3	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$325.00		0.00						
N44	M	10/27/12	10/27/12	Lt News Delay ABC Spo Late News Delayed	CM	1030-1105p	-----S-	:30	1	\$800.00	2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$800.00		0.00						
N45	M	10/23/12	10/26/12	M-F 1035-1102p thru 1/7 Nightline	CM	1035-1102p	-TWTF--	:30	3	\$900.00	2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TWTF--	3		\$900.00		0.00						
N46	M	10/23/12	10/26/12	M-F GMA M-F GMA	CM	7-9a	-TWTF--	:30	4	\$500.00	2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TWTF--	4		\$500.00		0.00						
N47	M	10/29/12	10/29/12	M-F GMA M-F GMA	CM	7-9a	M-----	:30	1	\$500.00	2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$500.00		0.00						
N48	M	10/23/12	10/26/12	M-F 430-5p News 430p News	CM	430-5p	-TWTF--	:30	1	\$400.00	2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TWTF--	1		\$400.00		0.00						
N49	M	10/23/12	10/26/12	M-F 6-630p M-F 6-630p	CM	6-630p	-TWTF--	:30	2	\$1,100.00	2	0.00	NM	2	\$2,200.00

Order / Rev: 164604  
 Alt Order #: 06842773  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Kline for Congress  
 Product Desc: KLINE FOR CONGRESS  
 Estimate: 212

**KSTP-TV, LLC and KSAX-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N49	M	10/23/12	10/26/12	M-F 6-630p M-F 6-630p	CM	6-630p	- TWTF - -	:30	2	\$1,100.00	2	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	2		\$1,100.00		0.00						
													Totals	71	\$35,725.00